

Fig 1

↑
10

Membership Aggregation

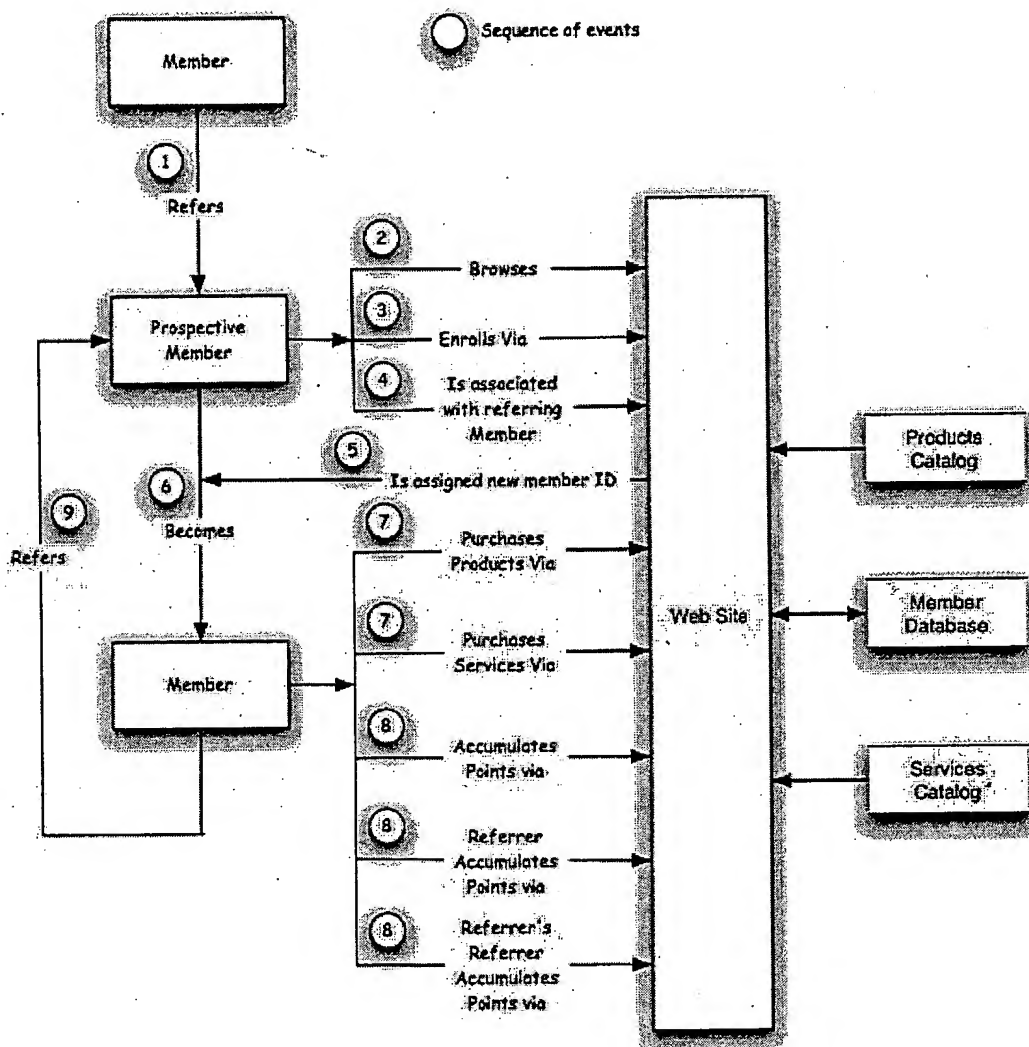
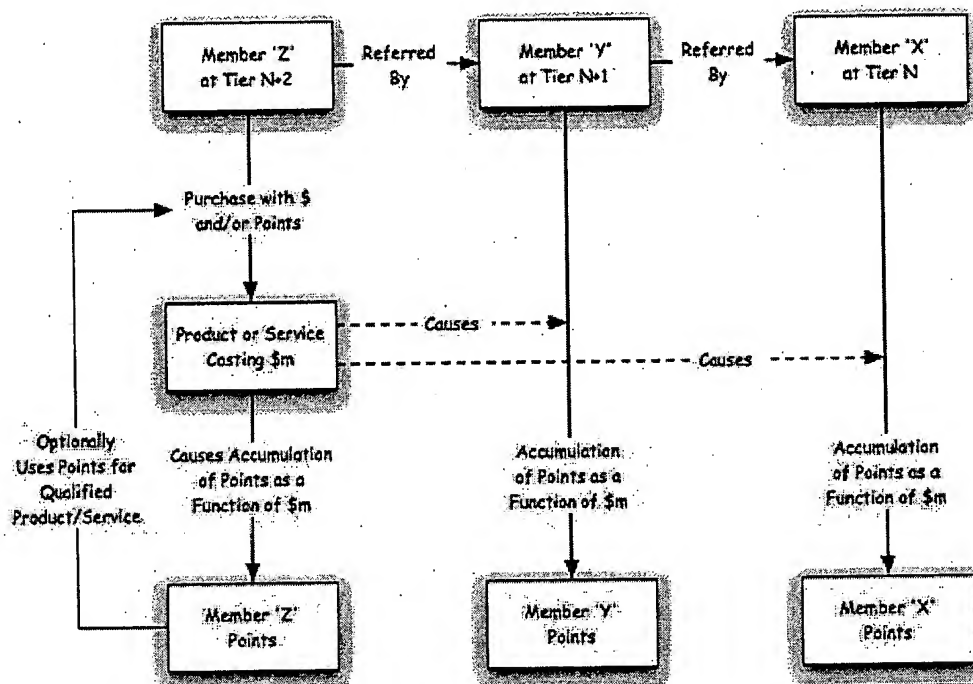


Figure 2

Point Aggregation/Consumption



Note: Two special cases exist for the top two tiers of the hierarchy wherein no accrual occurs for non-existent "parent" members.

Figure 3

Multi-level Referral and Point Aggregation

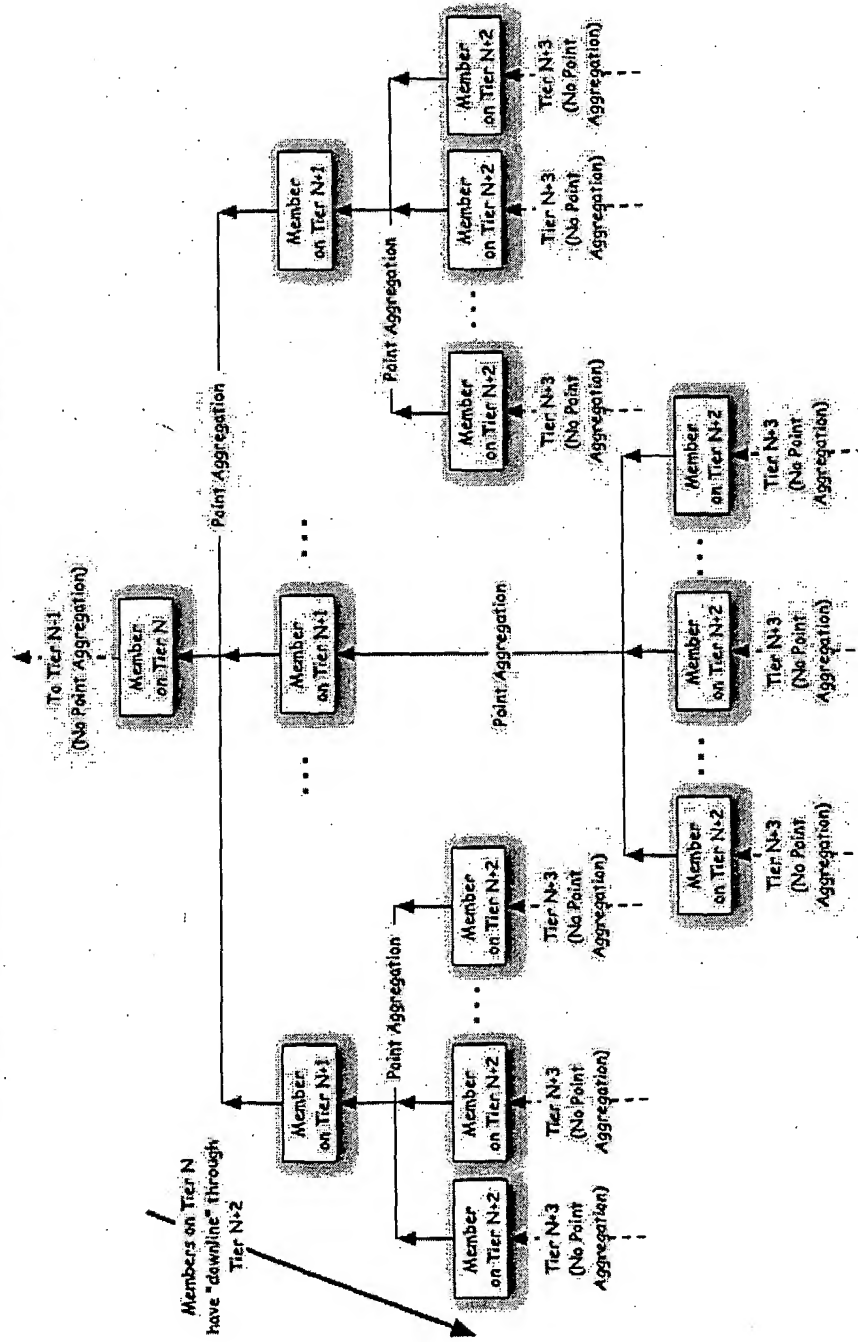


Figure 4a

Two Level Referral and Point Aggregation

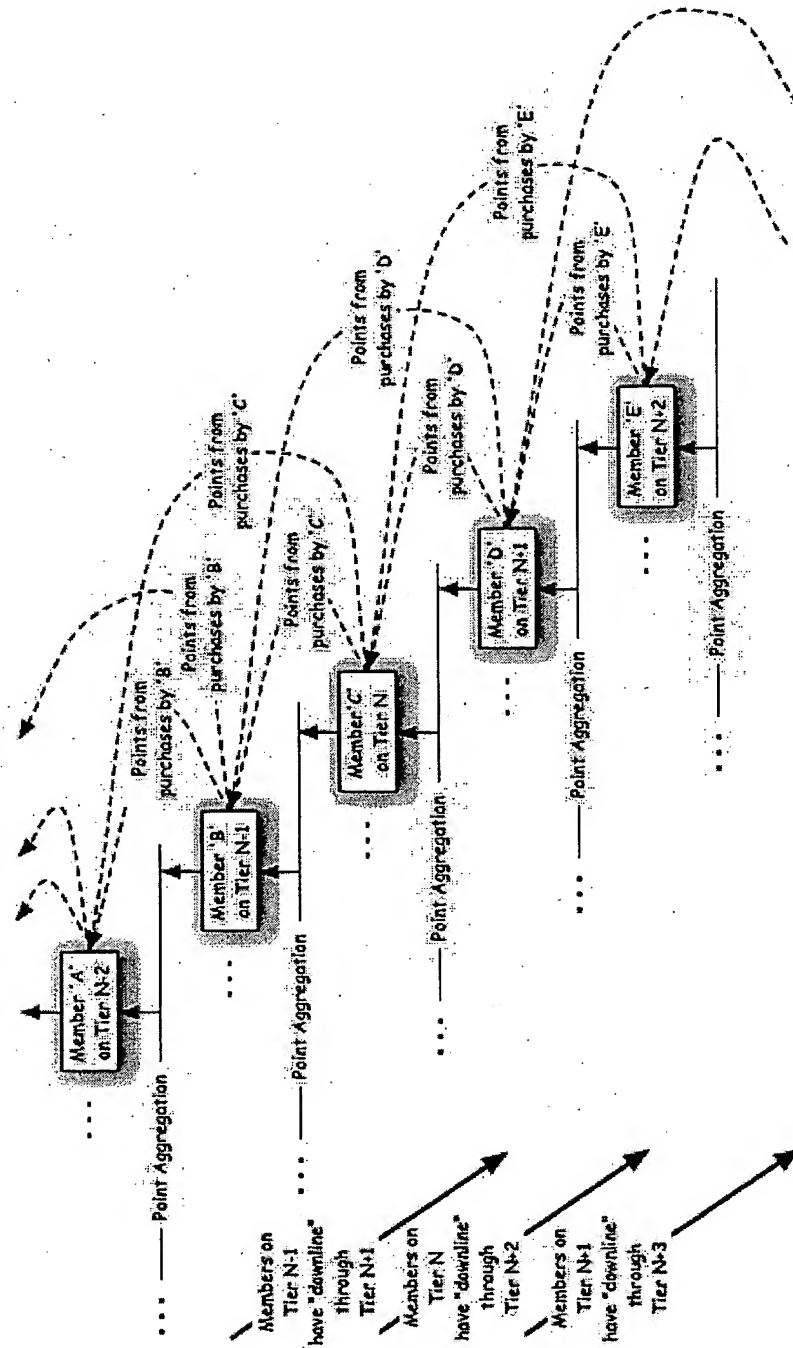
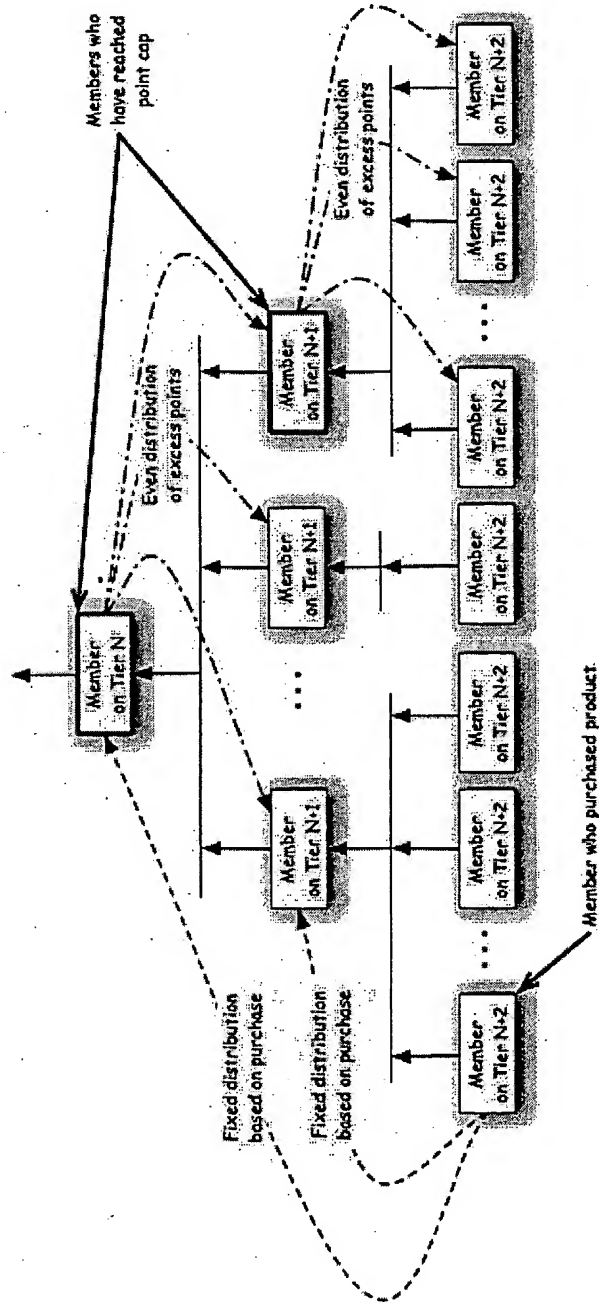


Figure 4b

Point Cap



Point aggregation due to product purchase

Reverse point aggregation due to point cap limit

Figure 5

Consideration Flows

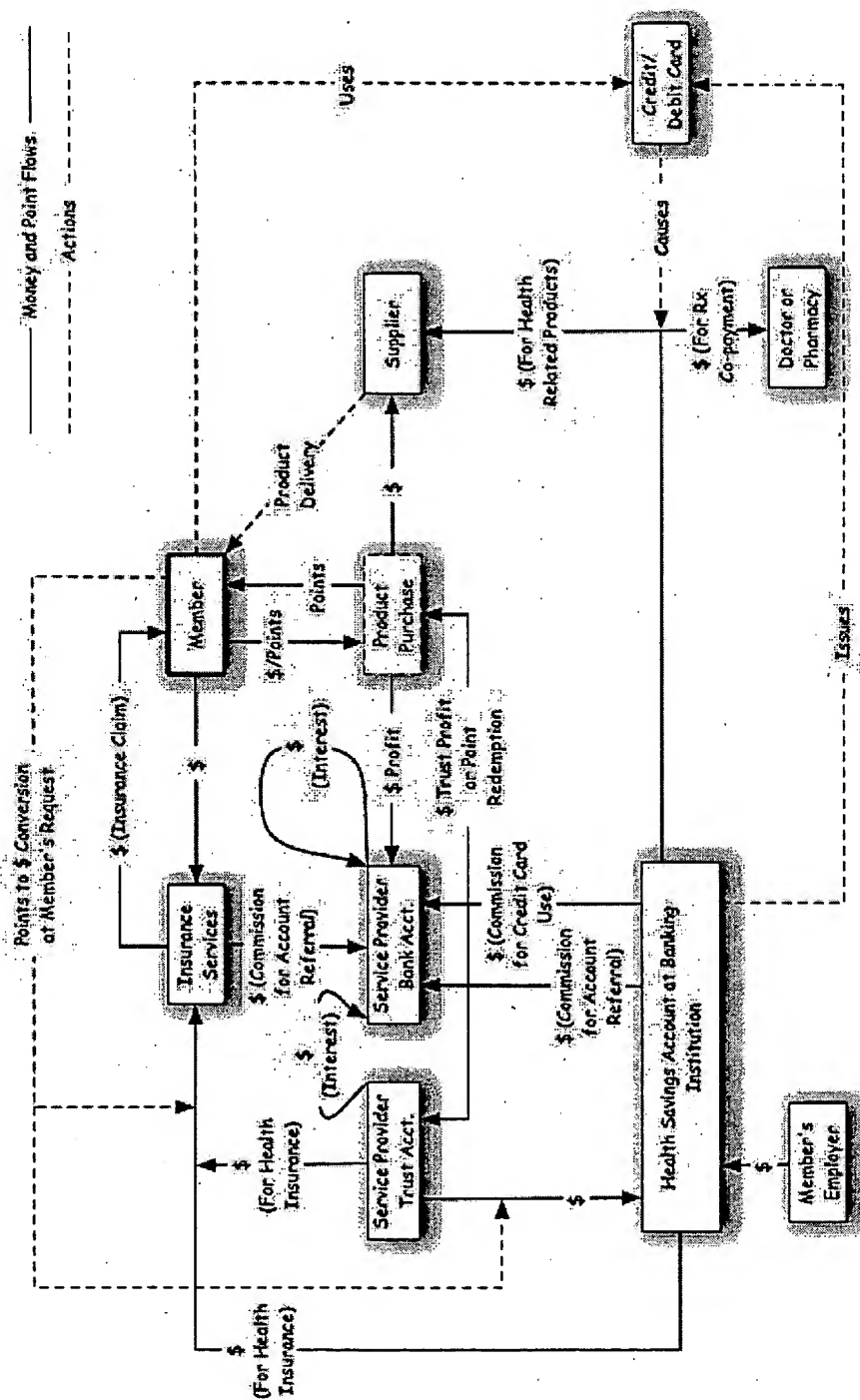


Figure 6

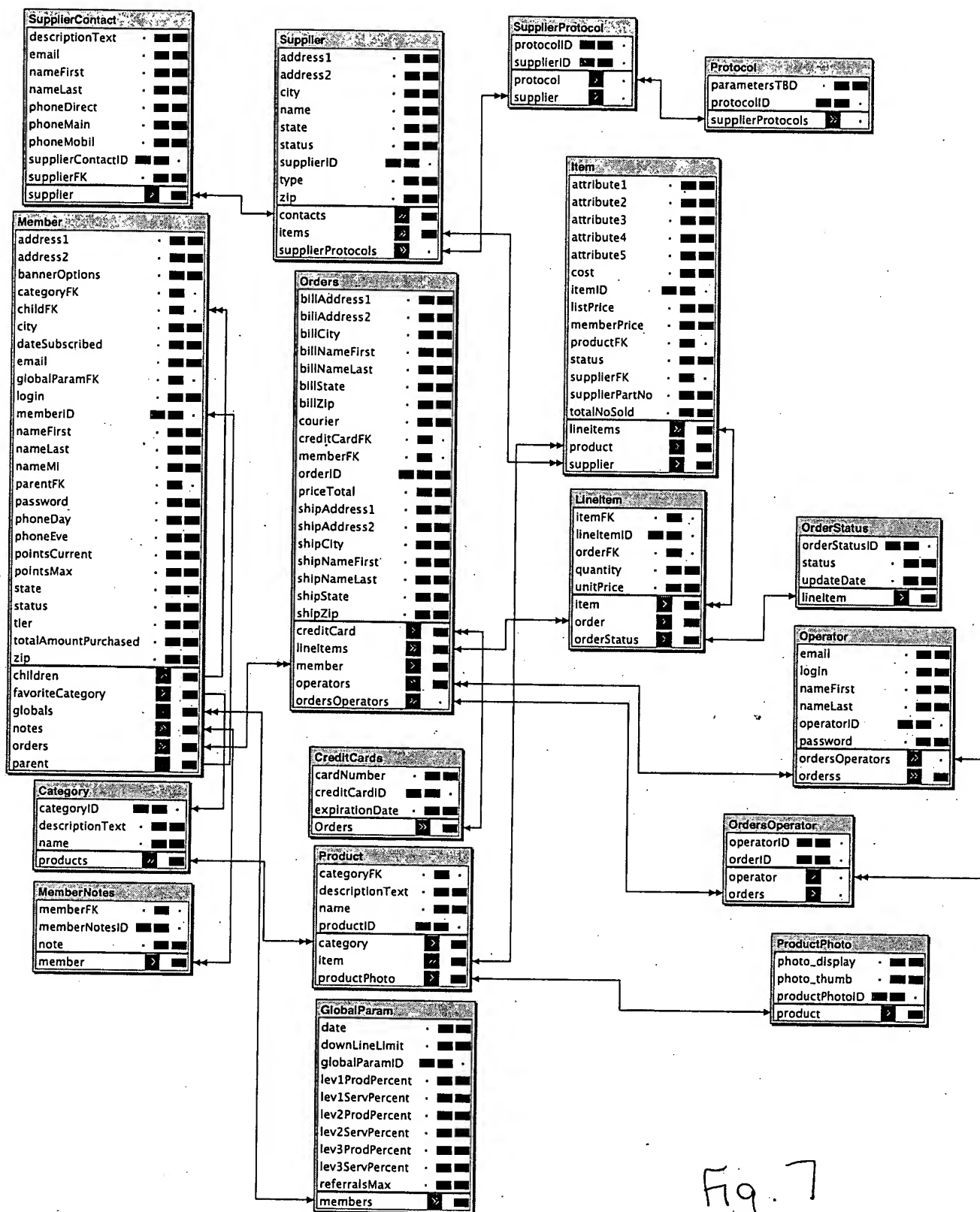


Fig. 7